Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of managing a display of an unsolicited instant advertisement, comprising:

detecting an attempt to display the unsolicited instant advertisement in a primary browser window;

relocating the unsolicited instant advertisement to a database that is not part of the primary browser window, the unsolicited instant advertisement relocated with a relocation module without deleting the unsolicited instant advertisement;

characterizing unsolicited instant advertisements in the database from metadata attached to content of the unsolicited instant advertisements; ~~and~~

sorting the unsolicited instant advertisements in the database;

scanning the content of the unsolicited instant advertisement for hyperlinks; and

automatically activating at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement.

2 - 4. (Cancelled).

5.   (Original) The method of claim 1, further comprising automatically

displaying the unsolicited instant advertisement in the primary browser window if

the unsolicited instant advertisement meets a user-defined authorization criterion.

6.   (Original) The method of claim 1, further comprising filtering the

unsolicited instant advertisement by a user-defined filtering criterion.

7.   (Original) The method of claim 6, further comprising filtering the

unsolicited instant advertisement by a plurality of user-defined filtering criteria;

and further automatically displaying the unsolicited instant advertisement in the

primary browser window if the unsolicited instant advertisement meets at least

some of the plurality of user-defined filtering criteria.

8.   (Original) The method of claim 6, further comprising deleting the

unsolicited instant advertisement that fails the filtering criterion.

9.   (Original) The method of claim 8, further comprising saving the unsolicited

advertisement that meets the filtering criterion.

10. (Original) The method of claim 9, further comprising notifying a user that the unsolicited instant advertisement has been saved.

11. (Original) The method of claim 10, wherein notifying the user comprises presenting a visual indicator in the primary web browser.

12. (Original) The method of claim 10, wherein notifying the user comprises presenting an audible indicator.

13. (Original) The method of claim 10, further comprising prioritizing and categorizing the unsolicited instant advertisement that has been saved.

14. (Currently Amended) The method of claim 13, further comprising aggregating unsolicited instant advertisements in the database.

15. (Original) The method of claim 14, wherein the unsolicited instant advertisements are stored with corresponding descriptions.

16. (Original) The method of claim 1, further comprising recording an attempt to display an unsolicited instant advertisement is recorded in a log.

17.   (Original) The method of claim 16, further comprising transmitting the log to the user.

18.   (Original) The method of claim 1, further comprising saving the unsolicited instant advertisement in an original form with corresponding text, graphics, and hypertext links.

19.   (Original) The method of claim 1, further comprising saving the unsolicited instant advertisement in a digest form without graphics.

20.   (Original) The method of claim 1, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.

21.   (Currently Amended) A computer program product having instruction codes for managing a display of an unsolicited instant advertisement, comprising:

a first set of instruction codes for detecting an attempt to display the unsolicited instant advertisement in a primary browser window;

a second set of instruction codes for relocating the unsolicited instant advertisement to a database that is not part of the primary browser window, without deleting the unsolicited instant advertisement;

a third set of instruction codes for characterizing unsolicited instant advertisements in the database from metadata attached to content of the unsolicited instant advertisements; and

a fourth set of instruction codes for sorting the unsolicited instant advertisements in the database;

a fifth set of instruction codes for scanning the content of the unsolicited instant advertisement for hyperlinks; and

a sixth set of instruction codes for automatically activating at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement.

22-24. (Cancelled).

25.   (Currently Amended) The computer program product of claim 21, further comprising a ~~fifth~~ seventh set of instruction codes for automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.

26. (Currently Amended) The computer program product of claim 21, further comprising a sixth an eighth set of instruction codes for filtering the unsolicited instant advertisement by a user-defined filtering criterion.

27. (Currently Amended) The computer program product of claim 26, further comprising

a seventh ninth set of instruction codes for filtering the unsolicited instant advertisement by a plurality of user-defined filtering criteria; and

a eighth tenth set of instruction codes for automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

28. (Currently Amended) The computer program product of claim 26, further comprising a ninth an eleventh set of instruction codes for deleting the unsolicited instant advertisement that fails the filtering criterion.

29. (Currently Amended) The computer program product of claim 28, further comprising an tenth a twelfth set of instruction codes for saving the unsolicited advertisement that meets the filtering criterion.

30.   (Currently Amended) The computer program product of claim 29, further comprising a ~~eleventh~~ thirteenth set of instruction codes for notifying a user that the unsolicited instant advertisement has been saved.

31.   (Currently Amended) A system for managing a display of an unsolicited instant advertisement, comprising:

   a detection engine that detects an attempt to display the unsolicited instant advertisement in a primary browser window; and

   a relocation module for relocating the unsolicited instant advertisement to a database that is not part of the primary browser window, without deleting the unsolicited instant advertisement,

   said database characterizes unsolicited instant advertisements from metadata attached to content of the unsolicited instant advertisements to allow a user to sort the unsolicited instant advertisements,

   said detection engine scans the content of the unsolicited instant advertisement for hyperlinks and automatically activates at least one of the hyperlinks to reward a web site issuing the unsolicited instant advertisement.

32-34. (Cancelled).

35.   (Original) The system of claim 31, further comprising a filter that determines if the unsolicited instant advertisement meets a user-defined authorization criterion and that automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.

36.   (Original) The system of claim 35, wherein the filter filters the unsolicited instant advertisement by a plurality of user-defined filtering criteria, and automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

37.   (Original) The system of claim 36, wherein the filter deletes the unsolicited instant advertisement that fails the filtering criterion.

38.   (Original) The system of claim 37, wherein the filter saves the unsolicited advertisement that meets the filtering criterion.

39.   (Original) The system of claim 38, further comprising a notification module that notifies a user that the unsolicited instant advertisement has been saved.

40.   (Original) The system of claim 31, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.

41.   (Previously Presented) The method of claim 1, further including grouping the unsolicited instant advertisements in the database.

42.   (Previously Presented) The method of claim 1, wherein the characterizing is based on at least one of products, content, and category of the unsolicited instant advertisements.

43.   (Previously Presented) The method of claim 1, further including allowing an unsolicited instant advertisement of a user-specified topic to be displayed.

44.   (Previously Presented) The computer program product of claim 21, further including a twelfth set of instruction codes for grouping the unsolicited instant advertisements in the database.

45.   (Previously Presented) The computer program product of claim 21, wherein the characterizing is based on at least one of products, content, and category of the unsolicited instant advertisements.

46.   (Previously Presented) The computer program product of claim 21, further including a thirteenth set of instruction codes for allowing an unsolicited instant advertisement of a user-specified topic to be displayed.

47.   (Previously Presented) The system of claim 31, wherein said database allows the user to group the unsolicited instant advertisements.

48.   (Previously Presented) The system of claim 31, wherein said database characterizes the unsolicited instant advertisements based on at least one of products, content, and category of the unsolicited instant advertisements.

49.   (New) The method according to claim 1, further including:

determining information about a company presenting the unsolicited instant advertisement from databases, reports, privacy policies, and cookie use; and

appending the display of the unsolicited instant advertisement in the

database with the information about the company presenting the unsolicited

instant advertisement.